

# BioMission to Japan 2005

## Find your partner in Japan

### Program Details

#### Date

September 4-10, 2005

#### Location

Yokohama, Japan

#### Itinerary

September 4

Depart for Japan

September 5

Arrive in Yokohama

September 6

JETRO BioLink Forum

September 7-9

BioJapan 2005

September 10

Depart from Japan

#### Optional Program

September 12-13

Global Venture Forum  
Osaka, Japan

#### Program Fees

JETRO is subsidizing conference fees and expenses to provide this program **FREE OF CHARGE** to mission members.

Program includes:

- BioLink Forum participation
- BioJapan 2005 admission
- Business matching
- Additional networking opportunities

#### Travel Arrangements

Mission members **must** purchase their travel package from JTB, the official travel agent of the JETRO BioMission to Japan. Travel package is \$905. Travel package includes accommodation and transportation to and from all events. Airfare to Japan is not included in the package price.

This September, the North American and Japanese biotechnology industries will converge during a program providing access to current market intelligence and partnership opportunities in Japan. Join the JETRO BioMission to Japan 2005, and meet face-to-face with top industry, government, and academic leaders in Japan's biotechnology and life science industries.

### ACHIEVE SOLID BUSINESS RESULTS

During the BioMission to Japan, JETRO will provide companies and organizations with opportunities to forge strong connections within Japan's biotechnology sector. Members will participate in BioJapan 2005, Asia's largest biotechnology trade show, as well as the BioLink Forum 2005, a day-long event where companies will gain insights on recent trends in the biotechnology sector during sessions led by industry experts and analysts.

Over 100 companies joined the inaugural BioMission to Japan in 2004, gleaned information on the market, meeting with potential partners, and for many, doing deals and realizing their goal of expanding to Japan. Jim Alexander, Vice President of Business Development for the St. Louis Regional Chamber and Growth Association remarked on last year's program: **"As a result of JETRO's professional planning and execution of the BioMission, my organization was able to focus on our specific goals in Japan and be very productive."**

The networking opportunities and business meetings from the 2004 BioMission has already led to solid business results for many. **"Being able to reach a large Japanese audience during the JETRO BioMission has raised awareness of Halozyme in Japan, and has likewise kindled Halozyme's interest in partnering with Japanese companies,"** remarked Michael Haller, Senior Director of Corporate Development at Halozyme Therapeutics. **"The organization by JETRO led to at least one collaboration in Japan for us; this meaningful collaboration has endured long past the mission end."**



### NEW PRACTICES = MORE PARTNERSHIPS

Pharmaceuticals, medical devices, chemicals and agri-bio form the cornerstones of the Japanese market, and North American companies and organizations are increasingly seeking ways to expand their presence as Japan's market continues to grow. New business practices in Japan, such as a shift from out-licensing to independent sales, increased M&A activity (both international and domestic), and a quicker drug approval process have led to a critical mass for new collaborations. **Simply put, there has never been a better time to find your partner in Japan.**

#### JETRO BIOMISSION 2004 CLIENT VOICE

**"I found JETRO's BioMission to Japan to be a very beneficial business development opportunity. JETRO helped set up meetings with companies, government officials and press and made the entire experience a pleasure."**

**-Ray Briscuso  
Executive Director  
Biotechnology Industry  
Organization  
(BIO)**

*For full mission details :*

[www.jetro.org/biomission2005](http://www.jetro.org/biomission2005)